

SUDBURY CURLING CONFERENCE October 24-26, 2014

	Club Coach	Competition Coach	Club Volunteers/Staff	Officiating
Friday:				
6:30 – 7:00 pm	Sign in at Quality Inn Sudbury – All Sessions at hotel			
7:00 – 9:00 pm	Session 1 (Combined Coach Courses)	Session 1 (Combined Coach courses)	Idea Generation: Keys to Running a Successful Curling Club – Sharing Best Practices	Level 1-2 Combined
9:00 – 11:00 pm	Social with Guest Speaker Clay Melnik: "Rebranding School Curling"			
Saturday:				
	Sessions at Idylwyld G&CC	Sessions at hotel	Sessions at hotel	Sessions at hotel
8:30 – 10:30 am	Session 2	Session 2	Idea Generation: Tools and Templates for Success, Trends Within Sport	Level 1-2 Combined
10:30 – 10:45	Break			
10:45 – 12:30	Session 3	Make Ethical Decisions	Idea Generation: Challenges in the North & Creating a Marketing Plan for your Club	Level 1-2 Combined
12:30 – 2:00 pm	Lunch at hotel with Guest Speaker Tom Coulterman Coach of the Brad Jacobs Men's Olympic Gold Medal Team "Coaching at Sochi"			
2:00 – 4:00 pm	Session 4	Make Ethical Decisions	Embracing Social Media	Level 1-2 Combined
4:00 – 4:15 pm	Break			
4:15 – 5:00 pm	Session 5	Session 3	Using Floor Curl as a Recruiting Tool	Level 1-2 Combined
5:00 – 6:00 pm			Running a Successful Youth Program	Final session, wrap up and evaluation
6:45 pm	Reception			
7:00 – 10:00 pm	Banquet and Awards Presentation Guest Speaker Michelle Cundari, Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) "Actively Engaging Women and Girls in Sport"			
Sunday:				
	Sessions at Idylwyld G&CC	Sessions at hotel		
Prior to 9:00 am	Hotel check out			
9:00 – 10:30	Michelle Cundari (CAAWS) – Coaching Female Athletes	Michelle Cundari (CAAWS) – Coaching Female Athletes	Board Member Roles and Responsibilities	
9:30 – 10:30 am	Session 6	Session 4	Superior Customer Service	
10:30 am	Wrap up and Evaluation	Break	Wrap up and Evaluation	
10:45 – 12:30 pm		Session 5		
12:30 – 3:00 pm		Working Lunch and Session 6		
3:00 pm		Wrap up and Evaluation		

Program Offerings

Curling Club Volunteers

- **Idea Generation- Keys to Running a Successful Curling Club** (Clay Melnike, Marketing Minds Int.)
 - Sharing Best Practices
 - Tools and Templates for Success
 - Trends Within the Sport of Curling
 - Challenges of the North
 - Creating a Marketing Plan for Your Club
- **Embracing Social Media** – Build awareness about curling in your community and with members
- **Running a Successful Youth Program** – Tips and Tricks from Youth Program Leaders
- **Using Floor Curl to recruit new curlers** – a presentation of the Floor Curl equipment and how to use it as a recruitment tool
- **Board Member Roles and Responsibilities** – Do you know what your legal and moral responsibilities are? This presentation will outline what Board members need to know.
- **Superior Customer Service** – How to enhance the curling experience for new and current members/customers

Coaching Courses:

Club Coach

Designed to enhance the skill set of the coach or instructor who functions primarily at the club level but whose teams are starting their competitive experience. **This course will be offered for FREE** (participants must still pay the general registration fee for the conference)

Competition Coach

Designed to train an individual to coach medium to advanced performance teams.

Make Ethical Decisions:

The training course must be taken to complete your NCCP Competition Coach certification. Consider the differences between legal and ethical decisions and reviewing the 6 step process when confronted with an ethical situation. This session will be offered as part of the Competition Coach course for those who have not taken the formal training.

Officiating

Levels 1& 2 Combined: Training for Timers, Game Observers, Hog Line Observers, Game Umpires, Provincial Event Head Umpires, Review of the Rules of Curling



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